

Global reach through *a&s* media business

**Winning markets in security,
automation & smart buildings**

Messe Frankfurt (HK) Limited, Taiwan Branch

**2022
MEDIA
KIT**

messe frankfurt

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Messe Frankfurt (HK) Limited, Taiwan Branch – your global marketing partner

Apart from assisting local companies to participate in its global trade fair platforms, Messe Frankfurt (HK) Limited, Taiwan Branch is a well-known and trusted partner for the security industry, featuring a globally recognised media network for the security and IoT industry, connecting security and IoT suppliers with buyers for smart and safe city, building and home automation.

The company offers several media platforms — asmag.com and *a&s* magazines, published in English, traditional Chinese, and three other languages, providing the most comprehensive industry trends, product and supply chain information.

The company also organises a series of high visibility exhibitions and events as well as hundreds of seminars and conferences in more than five countries, showcasing the latest technologies and vertical case examples for both global and local markets.

a&s media business

a&s Magazines provide global industry leaders year-round comprehensive market analysis, in-depth reports, updated vertical applications as well as market trends. With print and online publications in five languages, *a&s* features an annual circulation of approximately 515,000 copies around the globe.

 TAIWAN

 ADRIA

 VIETNAM

 INDIA

 POLSKA

asmag.com provides global professionals with the most up-to-date technology, products, market information and industry guides related to security, smart and safe city, building and home automation.

 asmag.com
Security & IoT

 asmag.com.cn

 asmag.com.tw
全球安防科技網

 50
SECURITY

International exhibitions held by Messe Frankfurt (HK) Limited, Taiwan Branch

Proven to be an effective meeting place to connect the security industry, Messe Frankfurt (HK) Limited, Taiwan Branch holds annual trade shows in Taiwan, Vietnam and Thailand to create comprehensive platforms for product sourcing and networking.

secutech

Asia's leading business and technology platform for security, IoT and AI
27 – 29 April 2022 • Taipei • www.secutech.com

Concurrent with:

fire & safety
presented by Secutech

SMART building
presented by Secutech

MOBILITY
presented by Secutech

secutech

VIETNAM

The largest platform for IoT-based security, smart building, and fire safety solutions in Vietnam

18 – 20 August 2022 • HCMC • www.secutechvietnam.com

secutech

THAILAND

Thailand's leading exhibition & conference for security, smart living and fire & safety

30 November – 2 December 2022 • Bangkok • www.secutechthailand.com

Global trade fairs and events

Security. Safety. Fire.

intersec

Dubai, UAE
www.intersecexpo.com

intersec

SAUDI ARABIA

licensed by
Messe Frankfurt Exhibition GmbH

Jeddah, Saudi Arabia
www.intersec-ksa.com

intersec

BUENOS AIRES

Buenos Aires, Argentina
www.intersec.ar.messefrankfurt.com

intersec

building

Frankfurt am Main, Germany
www.intersec-building.com

intersec

forum

Frankfurt am Main, Germany
www.intersec-forum.com

intersec

forum RUSSIA

Moscow, Russia
www.intersec-forum.com/russia

secutech

Taipei, Taiwan
www.secutech.com

secutech

INDIA

Mumbai, India
www.secutechindia.co.in

secutech

VIETNAM

HCMC, Vietnam
www.secutechvietnam.com

secutech

THAILAND

Bangkok, Thailand
www.secutechthailand.com



Balkan region
www.adriasecuritysummit.com

Global events made by Messe Frankfurt

With the help of around 2,450 people in a total of 29 subsidiaries, Messe Frankfurt generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year.

Without a doubt, our international flagship fairs are industry leaders and set the trends. In the consumer goods segment we have Ambiente, Beautyworld, Christmasworld and Paperworld which are the world's most important meeting places for the consumer goods sector.

Meanwhile, Musikmesse and Prolight + Sound are leading shows in the field of entertainment and creative industries. The highly reputable fairs for textiles and textile technologies are Heimtextil and Techtextil.

Representing the technology & production and mobility & logistics segments are Automechanika, Light + Building, IFFA, ISH and Texcare. Many of these successful fairs have editions that take place in Asia.

light+building

musikmesse

prolight+sound

heimtextil

automechanika

creativeworld

paperworld

ambiente

techtextil

tendence

texcare

christmasworld

texprocess

IFFA

TEXWORLD

ISH

intersec

beautyworld

Build, engage your audience with asmag.com

Leveraging years of security industry and media publishing expertise, asmag.com remains committed to promoting security and updating our global audience with in-depth editorial coverage of new technologies, industry developments and market trends in physical security and IoT.

Moving from *a&s* International and *a&s* Asia magazines to a purely digital publication in 2021, asmag.com offers targeted opportunities for industry discussion, lead generation and measurable ROI.



Editorial & Media Business

- Group Manager: Israel Gogol
- Editor-in-Chief: Emily Lin
- Senior Reporter: William Pao
- Consultant Editor: Prasanth Aby Thomas

Sales, Marketing & Operations

- Assistant Sales Manager: Ting Lee
- Senior Media Marketing Coordinator: Michelle Shih
- Senior Media Operation Coordinator: Audrey Fang

Editorial calendar

Month	Hot Topics	Product Exploration	Special Feature
January	<ul style="list-style-type: none"> • 2022 Market and Technology Trends 	<ul style="list-style-type: none"> • Facial Recognition 	<ul style="list-style-type: none"> • Market Update: Middle East (Intersec)
February	<ul style="list-style-type: none"> • Smart Home Tech Trends • Vertical Market: Smart City 	<ul style="list-style-type: none"> • Smart Locks / Intercoms 	---
March	<ul style="list-style-type: none"> • AI in Video Surveillance 	<ul style="list-style-type: none"> • AI Cameras 	<ul style="list-style-type: none"> • Reader's Choice 2022: Top Brands
April	<ul style="list-style-type: none"> • Access Control: Cloud-Based vs. On-Premise • Vertical Market: Smart Traffic 	<ul style="list-style-type: none"> • ALPR / Traffic Monitoring 	---
May	<ul style="list-style-type: none"> • Data Security / Cybersecurity 	<ul style="list-style-type: none"> • Perimeter Security and Intrusion Detection 	<ul style="list-style-type: none"> • Spotlight: Taiwanese Manufacturers (Secutech Taiwan)
June	<ul style="list-style-type: none"> • Fleet Management • Vertical Market: Retail 	<ul style="list-style-type: none"> • Thermal Cameras / Sensors 	<ul style="list-style-type: none"> • Market Update: US
July	<ul style="list-style-type: none"> • Cloud and Edge Computing 	<ul style="list-style-type: none"> • Low-Light Cameras 	<ul style="list-style-type: none"> • Reader Survey: Cloud Technology in Security Industry
August	<ul style="list-style-type: none"> • Video Quality and Resolution • Vertical Market: Data Centers 	<ul style="list-style-type: none"> • Biometric Access Control 	---
September	<ul style="list-style-type: none"> • Identity Management 	<ul style="list-style-type: none"> • Storage 	<ul style="list-style-type: none"> • Reader Survey: Technology Trends
October	<ul style="list-style-type: none"> • Building Security & Automation • Vertical Market: Banking 	<ul style="list-style-type: none"> • VMS 	<ul style="list-style-type: none"> • Market Update: China
November	<ul style="list-style-type: none"> • Vertical Market: Aviation 	---	<ul style="list-style-type: none"> • Security 50
December	<ul style="list-style-type: none"> • Command Centers • Vertical Market: Hospitality 	<ul style="list-style-type: none"> • Access Control Cards vs. Mobile Access 	---

Enhanced engagement

Website + e-newsletters + social media

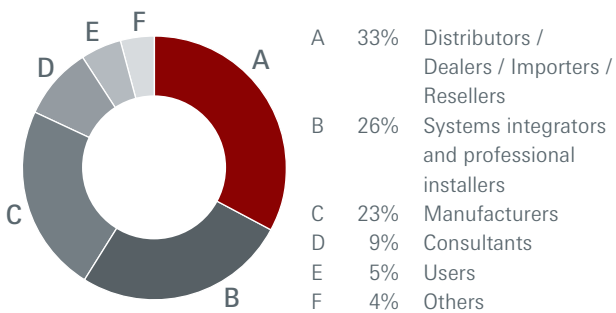
Website statistics (September 2020 to August 2021)

- Average monthly visitors: 111,373
- Page views: 2,233,842

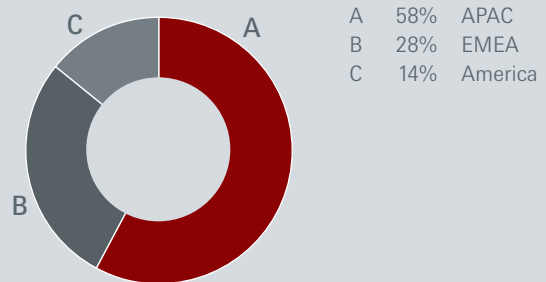
Membership:

- Security and IoT subscribers: 24,500

Registered website members by business nature



Registered website members by region



Social media



@asmaglobal

Advertising solutions

Why choose asmag.com?



“In a time when marketing ROI is needed the most, we provide targeted and measurable advertising that improves our clients’ business outcomes.”

Expand your reach and grow your target audience

asmag.com is an online publication for the security and IoT industries. We focus on the professional channel (distributors and integrators) with readers engaged in security, smart and safe city, building and home automation.

asmag.com provides a full suite of targeted and measurable advertising solutions to a highly qualified readership.

Website

Two thirds of asmag.com subscribers use it as a tool when researching companies and solutions during their buying journey. Advertising on asmag.com helps create brand recognition and is a good way for content-driven marketing.

*refer to image on next page

Specifications	Price	Estimated impressions and frequency
Top Banner (2000 x 200)	USD 1,200	40,000 / one week
Banner A (850 x 110)	USD 800	40,000 / one week
Banner B (320 x 110)	USD 600	40,000 / one week
Pop-up Ad (400 x 200)	USD 600	40,000 / one week
Article Highlight	USD 1,000	33,000 / one week (home page only)
Article Highlight + interview and article writing	USD 1,450	33,000 / one week

- Default campaign period is 1 week. There may be more than 1 banner displayed in the same position during the period.
- Estimated impressions will be delivered by Google's DFP Ad server before the end of the Ad campaign.



Website

Website banner

The screenshot shows the top section of the asmag.com website. At the top is a navigation bar with the logo and links for NEWS, PRODUCTS, SUPPLIERS, SECURITY 50, CALCULATE, and INSIGHTS. Below this is a 'Top Banner' area with a 'Hybrid' headline and a question 'Which surveillance solution is right for you?'. Two 'Article Highlight' boxes are featured, each with a thumbnail image and a brief article title. Below the highlights are two more banners labeled 'Banner A' and 'Banner B'. A 'Pop-up Ad' is overlaid on the right side of the page. The main content area is divided into sections for 'Most Popular Articles', 'Vertical Solutions', 'Smart Building & Home', and 'Smart & Safe City', each containing several article thumbnails with titles and images. At the bottom, there are sections for 'Special Feature' and 'Product Categories'.

Insights: asmag.com's online cover story

Insights is a monthly column that features industry leaders. The article gives interviewees direct reach to our readership and is designed for maximum impact. Insight articles are posted online with email campaigns, thus increasing exposure and brand awareness.

This screenshot shows an 'Insights' article on the asmag.com website. The article title is 'Milestone plans for miles ahead with partners at the side'. It features a large profile picture of Thomas Jensen, CEO of Milestone Systems. The text of the article discusses Milestone's strategy for growth and innovation in the security market. The page layout includes a header with the article title and a sub-header, followed by the main body text and a quote from the CEO.

Newsletters

70 percent of our readers prefer to get their industry news through our weekly newsletter. Curated by our editorial team, it is a roundup of the latest articles from asmag.com.

Number of subscribers: 24,500

Position and specification	Price
Top Banner (850 x 110)	USD 1,200
Central Banner (850 x 110)	USD 600
Sponsored Article	USD 1,000
Sponsored Article + interview with article writing	USD 1,450

Newsletter layout

asmag.com
Security & IoT for Business
October 01, 2021 Advertising with IoT

Hanuha
Top Banner
Launch Webinar

Lowering Barriers to AI Adoption

Unveiling the New X series AI Cameras

NEWS

3 surprising facts about intercoms in the post-pandemic era

In a previous article, we discussed some of the latest trends in intercoms. Yet it's important to note that the pandemic has also contributed to intercoms' co...

Sponsored Article
Hikvision ColorVu technology: even sharper imaging with

Security breaches are not governed by the seasons, by the weather, and certainly not by the time of day. They can occur at any time, in...

Central Banner
Cloud Hybrid
Which surveillance solution is right for you?

6 key trends that define today's intercoms

Intercoms are important devices that control access to buildings. Overtime, they have evolved into advanced devices that meet end users' various needs. This note ki...

Top 10 intercoms revealed

From residential apartments to commercial buildings, intercoms have become indispensable, allowing occupants to see who is visiting. According to Markets Report World, th...

E-blast

Email marketing provides a targeted and measurable way to reach your audience, making it easy to show its ROI.


asmag.com email marketing allows advertisers to create a specific target segment suitable for their needs, send messages in different languages, optimize open rates through a/b testing and create automated email workflows.

Item	Price
Eblast to all subscribers	USD 2,500
Email to a specific segment (e.g. country or business nature)	Contact us for more details
Email automation	

E-blast

asmag.com Industry Briefs

If you are unable to see the complete message, please visit asmag.com and visit asmag@asmag.com to your list of safe senders.



Top storage tips for mobile video surveillance

[Read article*](#)

*By clicking, I agree to the privacy policy and that my data may be shared with the article sponsor.


Transportation is a fast-growing sector for storage solutions – with mobile video surveillance systems and the need to optimize data storage, processing and communication on the rise. But how do we make the right choice and design the storage solution for success?

Read **Mobile Video Surveillance Meets Surveillance-Grade microSD Cards** to find out:

- 4 must-know storage requirements
- 4 key considerations for the right storage option
- microSD card storage design considerations

[Read the article*](#)

*By clicking, I agree to the privacy policy and that my data may be shared with the article sponsor.




Click to learn about how Micron's VSaaS can streamline your operation.

If you don't want to receive any follow-up email from Micron, please contact [us](#) via email.

Best regards,
asmag.com editorial team

asmag.com Industry Briefs



MEET Micron AT SECUTECH HYBRID

ONLINE DIGITAL EVENT

JULY 7 - AUG 6, 2021 VISIT VIRTUAL BOOTH

Micron offers reliable and high-density edge storage products specifically designed for the surveillance industry.

The full Micron surveillance-grade edge storage portfolio includes 32GB to 1TB industrial microSD cards, which comes with exceptional mean-time-to-failure (MTTF) and system health monitoring. Micron's special firmware ensures continuous video recording, minimizing frame drops and instances of video loss.

You're warmly invited to visit Micron at Secutech Hybrid from July 7 - August 6. Explore the latest surveillance-grade edge storage solutions and get the chance to schedule 1-to-1 meetings with Micron representatives online.

Visit the Micron virtual booth to discover the latest surveillance-grade storage news and technologies.

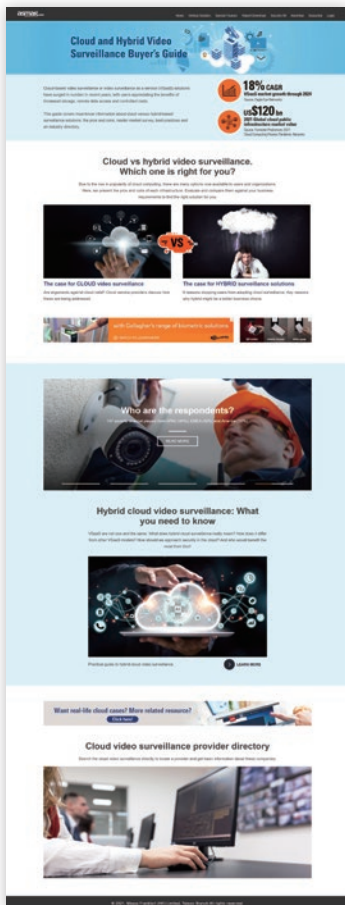
[Visit Micron at Secutech Hybrid](#)

*By clicking, I agree to the privacy policy and that my data may be shared with Micron.

If you don't want to receive any follow-up email from Micron, please contact [us](#) via email.

Tailor made campaigns

Our in-house editorial and design team can assist in engaging readers in many ways. Organising webinars, creating content-rich landing pages or promote products and thought leadership. Each custom project is paired with its own marketing campaign to reach your target audience.



Work portfolio

Contact us
for more details



As the most comprehensive digital marketing platform for security, IoT and smart vertical solutions, asmag Taiwan is dedicated to providing the most in-depth and timely market and industry updates to professionals in Taiwan. The platform is supplemented by weekly newsletters for "Smart security" and by monthly newsletters for "Vertical solution".

Website statistics

Home page traffic: 364,809 / month
 Visitors: 30,808 / month
 Members: 20,856
 Subscribers: 13,235

Online advertising options

Home page position		Price / Frequency
Top Banner (728 x 90)		USD 400 / one week
Banner A (850 x 110)		USD 300 / one week
Banner B (320 x 110)		USD 200 / one week
Video Banner (320 x 250)		USD 300 / one week
Filming & Production + Article Highlight + a&s editor interview with article writing		USD 1,750 / one week
Product Insight		USD 200 / one week
Article Highlight		USD 400 / one week
New Perspectives		Price / Frequency
Sponsored Article + Product Insight		USD 900 / one month
e-newsletter		Price / Frequency
Weekly e-newsletter	Top Banner (850 x 110)	USD 400 / every Tuesday
Vertical solution e-newsletter	Sponsored Article	USD 500 / The 4th Thu of the month
	Top Banner (850 x 110)	USD 400 / The 4th Thu of the month
	Central Banner (850 x 110)	USD 400 / The 4th Thu of the month
e-blast		Price / Frequency
e-blast dispatch		USD 1,800 / one dispatch

- For Article Highlight / Sponsored Article interview editor additional USD 350
- For Article Highlight / Sponsored Article repost on Social Media (Facebook / Line)

Home page position



The advertisement features a large headline at the top: "乘AI影像辨識之翼 加速智慧化應用落地". Below the headline, there is a paragraph of text discussing the application of AI in image recognition. The main body of the ad consists of several smaller articles and product images. One article is titled "AI影像辨識市場正萌發 4大瓶頸仍待突破". Another article is titled "3大AI影像辨識技術供應類型". There are also images of various AI-related products and services.

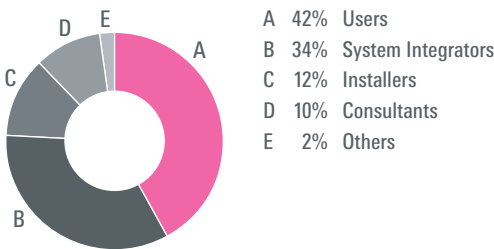
New Perspectives

Vertical solution e-newsletter topics

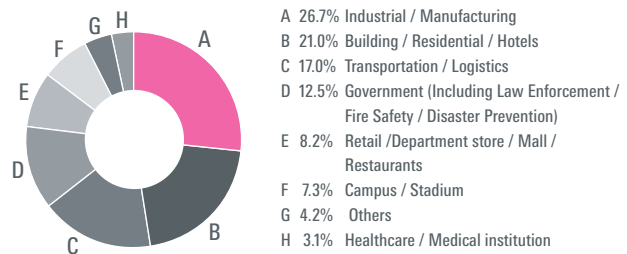
January / February	March	April	May	June	
Smart Transportation / V2X	Campus Safety	Smart Factory	Smart Disaster Prevention (Flood Monitoring / Prevention)	Business Intelligence	
July	August	September	October	November	December
Safe City	Smart Building	Smart Rail	Smart Factory	Smart City	Healthcare / Medical Institution

Vertical solution e-newsletter subscribers

By business nature



By users



Vertical solution e-newsletter

The screenshot shows the 'Smart Industry Application' (智慧行業應用報) newsletter. It features a top banner for 'Top Banner' with a 'Smart Hub' theme. Below are several articles: 'Industry Focus' (行業聚焦) on 'Smart Industry Transformation - Safety is also 4.0!', 'Sponsored Article' (贊助文章) on 'Industrial Digital Transformation Acceleration: OT Data', and 'Central Banner' (中央橫幅) on '2021 Smart Industry Digital Safety Upgrade and AI Application'. The bottom section lists 'Product Highlights' (產品精選) including various smart devices and software solutions.

Weekly e-newsletter

The screenshot shows the 'Smart Safety Focus Report' (智慧安全焦點報) newsletter. It features a top banner for 'Top Banner' with a 'Smart Safety Focus Report 2021.261' theme. Below are several news items: 'News Report' (新聞速報) on '2021 Smart Industry Development Forum', 'Smart City' (智慧城市) on 'Smart City Public Transport Effectiveness', 'Smart City' on 'Smart City Public Transport Effectiveness', 'Smart City' on 'Smart City Public Transport Effectiveness', and 'Smart City' on 'Smart City Public Transport Effectiveness'. The bottom section lists 'Product Highlights' (產品速報) including various smart devices and software solutions.




asmag.com.cn offers latest news and insights on industrial automation, security, artificial intelligence, IoT, big data, smart buildings, information and communication technology to China’s professional channel players.

Website and mobile data:

Daily traffic: • Visitor rate: 33,651 • Page views: 127,736

Social media:

 **安防知识网**
security.asmag.com.cn

Weibo
Followers: 11,879

toutiao
Followers: 49,464

 **AS 视界**

WeChat
Followers: 51,910

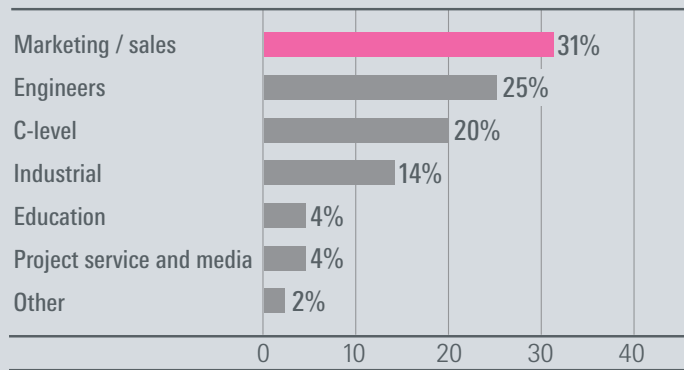
 **AS 安全自动化**

WeChat
Followers: 39,802

Readers

Coverage consists of nearly 200,000 readers from security to industrial sectors

By business nature

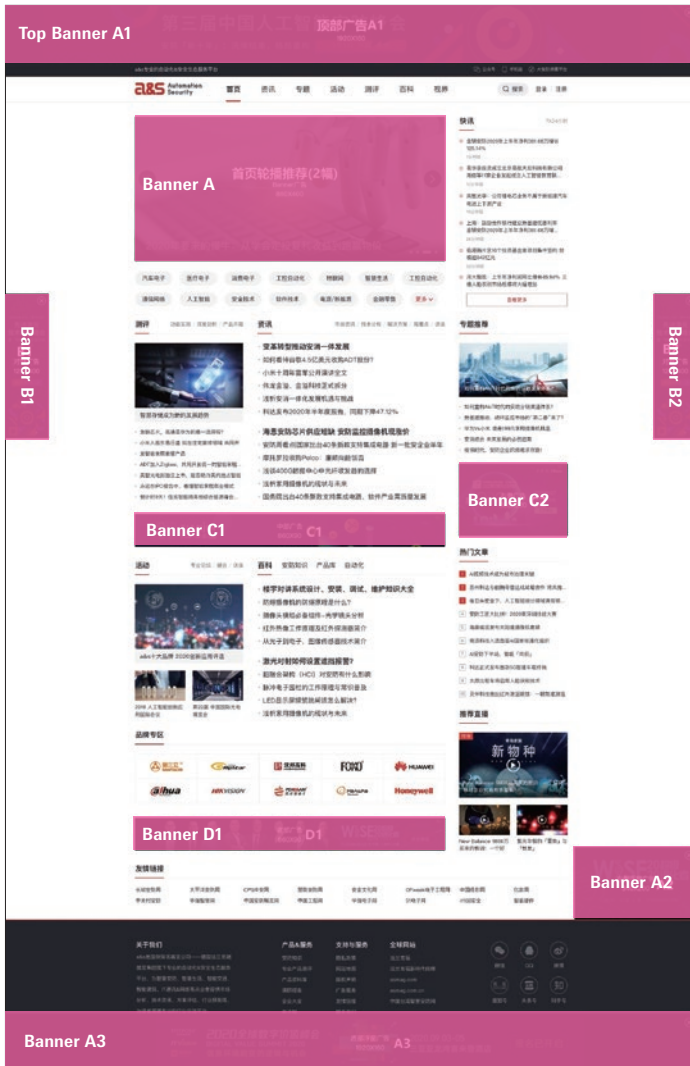


45% of readers come from multi-million dollar companies

55% of readers come from SMBs



Website banner



Online advertising options

Home page position	Price / Frequency
Top Banner A1 (1920 x 160)	USD 4,150 / one month
Banner A (860 x 400)	USD 1,900 / one month
Banner A2 (300 x 180)	USD 2,400 / one month
Banner A3 (1920 x 160)	USD 4,150 / one month
Banner B1 (80 x 267)	USD 2,100 / one month
Banner B2 (80 x 267)	USD 2,100 / one month
Banner C1 (860 x 90)	USD 1,350 / one month
Banner C2 (300 x 200)	USD 1,350 / one month
Banner D1 (860 x 90)	USD 1,250 / one month



a&S TAIWAN

- 17,000 quarterly copies
- Editorial and advertisement closing date: beginning of the month
- Published in traditional Chinese
- Publishing date: 20th of the month

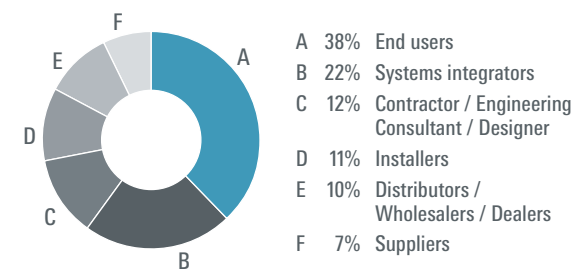
Editorial calendar

★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

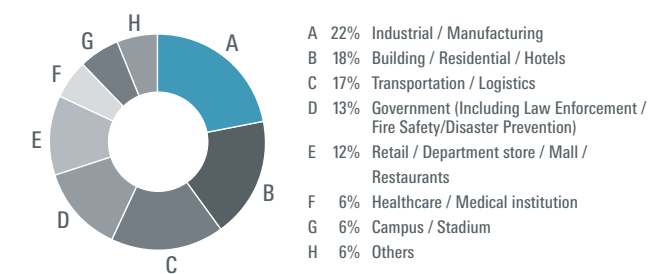
Issue	February #161	May #162	August #163	November #164
Technological Development	AI (ex. Video Identification) / 5G / Cloud Platform / Information Security			
Vertical Applications	Factory / Building / Public Safety / Transportation (ex. V2X, Rail Transportation, Fleet Management) / Healthcare / School / Business / Others (ex. Port)			
Perspective Discussion	Security / Fire / Safety / Disaster Prevention			
Viewpoints	Industry / Government / Academic / Research Units & Expert Interviews			
Special Report	2022 Preview	Secutech 2022		
Bonus Distribution	★ Secutech 2022		★ Smart Transportation Seminar	★ Smart Factory Seminar

Circulation data

By business nature (covering security and ICT industry channels)



By vertical market



Advertising rate USD 1,800 / full-page rate, inside regular. For more details, please refer to p.24.

Events

Messe Frankfurt (HK) Limited, Taiwan Branch is committed to helping industry professionals to stay on top of market trends and industry development, leveraging its expansive media resources and database to host insightful conferences and provide integrated marketing services.

• Upcoming events

April	September	October
Secutech International, Taipei	Smart Transportation Seminar	Smart Factory Seminar

• Event planning and integrated marketing services

We have been providing customized event planning and marketing services to help our clients connect with their target buyers and strategic partners since 2015.

a&s JAPAN

a&s Japan can assist in email campaigns to a qualified audience of security channel players

a&s Japan offers enhanced email advertising options that are:

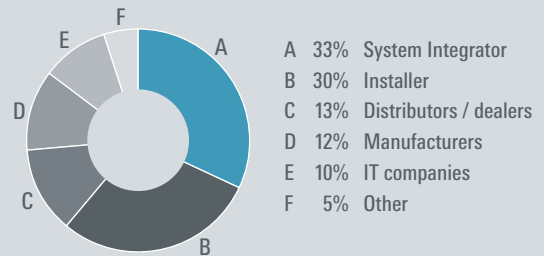
- Targeted
- Measurable
- Localised



Circulation data

• a&s Japan subscribers: 7,000

By business nature



a&S VIETNAM

- 6,000 quarterly copies
- Published in Vietnamese
- Editorial closing date: 10th of the prior month
- Publishing date: 5th of the month
- Advertisement closing date: 15th of the prior month

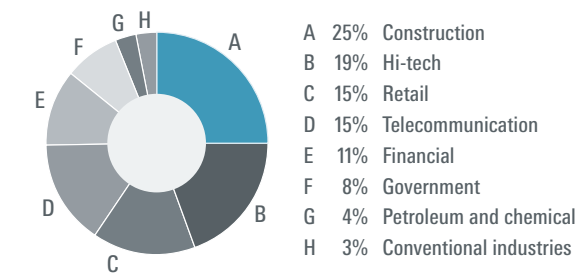
Editorial calendar

★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	March #46	June #47	August #48	December #49
Hot Topic	<ul style="list-style-type: none"> • 2022 Video Surveillance and Access Control Trends • Market / Industry Update • Smart Home / Living Tech Trends 	<ul style="list-style-type: none"> • AI in Video Surveillance, 2022 Trends • Open Platform Development for Video Surveillance • Visitor Management 	<ul style="list-style-type: none"> • Cloud Service / Solution (Access Control and Alarm) • In-vehicle Video Monitoring Systems • Secutech Vietnam 2022 	<ul style="list-style-type: none"> • Security 50 • Building Security Technology • Privacy Protection in Security

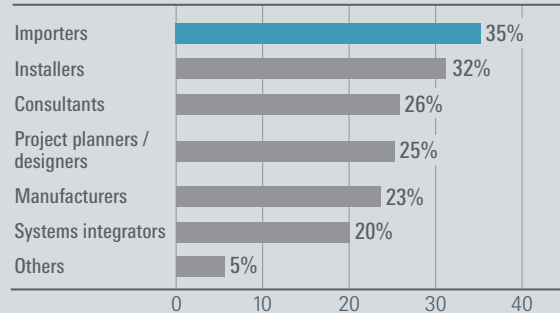
Circulation data

By vertical market



By business nature

*Multiple answers are allowed.



Advertising rate USD 800 / full-page rate, inside regular. Please refer to p.24.



a&S INDIA

- 30,000 monthly copies
- Published in English
- Publishing date: 1st of the month
- Editorial closing date: 20th of the prior month
- Advertisement closing date: 20th of the prior month

Editorial calendar

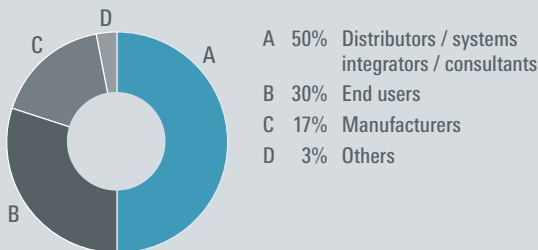
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #131	February #132	March #133	April #134	May #135	June #136
Vertical Market	Safer Smart Cities	Secure Hospitality	BFSI	Best Buys	Security Solutions in Oil and Gas Sector	Secure Educational Institutions
View Point	City Surveillance	System Integration	Internet and Mobile Banking	Business Matchmaking	Artificial Intelligence in Heavy Industries	Child Safety
Special Feature	Opportunities 2022: Indian Security Market	Facial Recognition	Multi-site Video Monitoring	OEM / ODM	Perimeter Security	Public Address System
Product Exploration	Surveillance Cameras	Anti-theft Devices	Electronic Safes and Digital Locks	Security Product Ranges	Thermal Cameras	CCTV Cameras
Technology	5G	IoT Connectivity	Cloud Storage	Smart Video Analysis	Fiber Optics	Digital Learning

Issue	July #137	August #138	September #139	October #140	November #141	December #142
Vertical Market	Smart Retail and E-Commerce	Security Solutions in Healthcare	Smart Transportation	Smart Home Security	Security Solutions in Real Estate	Security Solutions for Critical Infrastructure
View Point	Logistics and Warehouse Management	Government Measures for Security	Security for Tunnels and Highways	Control Protocols for a Smart Home	Role of Architecture and Construction in Security	Homeland Security
Special Feature	Data Security and Privacy Risks	Preventing Security Breach	GPS and Wireless Communication	Light Automation	Smart Homes	Body Worn Cameras
Product Exploration	Cloud-based Systems	Facial Recognition	Turnstile and Gates	Smart Locks and Doorbells	Video Door Phones	Identity Management
Technology	Digital Wallets and Contactless Payments	Automation in Healthcare	Traffic Monitoring System	Integration with Smart Voice Assistants (Smart Speakers and Television)	Augmented and Virtual Reality	Intercoms

Circulation data

By business nature



Advertising rate USD 1,271 / full-page rate, inside regular. Please refer to p.24.



a&S POLSKA

- 5,000 bimonthly copies
- Published in Polish
- Editorial closing date: 5th of the prior month
- Publishing date: 10th of the month
- Advertisement closing date: 15th of the prior month

Editorial calendar

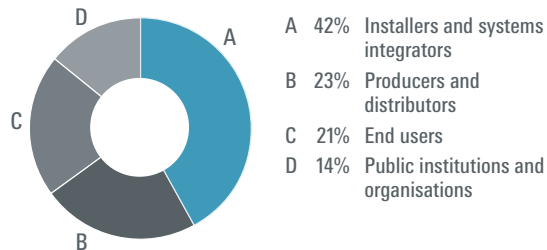
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #031	April #032	June #033
Report / Vertical Market	Transport and Logistics	Critical Infrastructure	Smart City / Safe City
Trends / Cover Story	Big Data in Security	Cybersecurity	Smart City / Safe City
Topics Articles	Security in Public Transportation Safe: Station, Airport, Subway, Tunnel Security Solutions For Logistics License Plate Recognition System	Security in Critical Infrastructure Objects Integrated Security Management IT Infrastructure Secure Data Center (Server Rooms)	Polish Smart Cities City Surveillance - Good Practices Smart Buildings Solutions Access Control for Skyscrapers
Reviews	Drones	Hard Discs / Storage	Access Controls Cards
Bonus Distribution	★ Business Breakfast (Transport) ★ Transport trade show (Silesia) ★ Traffic-Expo-TIL (Kielce Fairs)	★ Business Breakfast (Critical Infrastructure) ★ Critical Infrastructure Forum (Government Conference)	★ Business Breakfast (City Surveillance) ★ 3rd International Conference Warsaw Security Summit ★ Smart City Forum

Issue	August #034	October #035	December #036
Report / Vertical Market	Retail	Industry 4.0	Hospitality / Banks
Trends / Cover Story	SMART Retail	Industry 4.0 / Machine Vision	TOP 50 -World Security Market (2022)
Topics Articles	Secure: Shopping Centres Galleries and Mall VCA - The Latest Market Offer Solutions for Trade and Services	Systems Integration / Integrated Systems Integrated Fire Alarm Systems Perimeter Protection Machine Vision the Future of Security	Customers Safety in Hotels, Restaurants, Cafes Security Systems in Banks Modern Anti-Burglary Systems
Reviews	Cameras with VCA	Thermal Cameras	Intrusion Detection Systems
Bonus Distribution	★ Business Breakfast (Retail) ★ Retail Show (Expo XXI) ★ Shopping Center Forum	★ Business Breakfast (Multi-site Facilities) ★ Fire Security Integration (Schrack Seconet)	★ Business Breakfast (Hospitality) ★ WorldHotel Expo (MT Polska) ★ Invest Hotel (Poznan Fairs)

Circulation data

By business nature



Advertising rate USD 1,800 / full-page rate, inside regular.
Please refer to p.24.

aspolska.pl

Website statistics

Monthly page views: 3,500

Subscribers: 6,500

Website advertising

Specifications	Price / Frequency
Sponsor article on website	USD 675 / one week
E-blast	USD 800 / one dispatch
Sponsor article on e-newsletter	USD 475 / monthly

a&S ADRIA

- 3,000 monthly copies
- Published in local language
- Publishing date: 5th of the month
- Editorial closing date: 10th of the prior month
- Advertisement closing date: 20th of the prior month

Editorial calendar

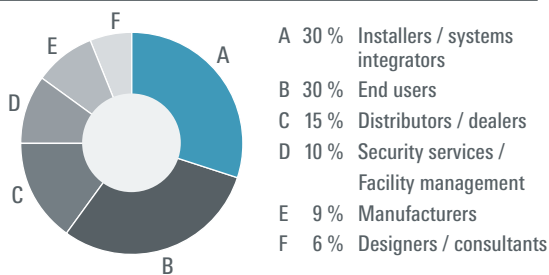
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	January #174	February #175	March #176	April #177	May #178	June #179
Cover Story	Adria Security Market	Supply Chain Disruption	Video Surveillance	Access Control	Projects Implementation Issues	System Integration
Vertical Markets	Critical Infrastructure	Transport	Warehouses	Healthcare	SMBs	Hotels
Products & Systems	Thermal Cameras	Traffic Monitoring Systems	Perimeter Protection	ID Badges & Printers	Audio & Video Intercoms	Public Address & Voice Alarm
Other Topics	Privacy Protection	Man Guarding	Cabling	Security Management	Video Conferencing	Time and Attendance

Issue	July / August #180	September #181	October #182	November #183	December #184
Cover Story	Man Guarding	Latest Technologies in Mechanical Protection	Adria Security Summit Report	Convergence of Cyber and Physical Security	Security 50 Research
Vertical Markets	Education	Banking	Parking	Airports	Rails
Products & Systems	Wearables	Cloud Access Control	Video for Rugged Terrain and Weather	Drones	Biometrics
Other Topics	Private Protection Law	Money and Valuables Transport	Cyber Security	Smart Home	Artificial Intelligence

Circulation data

By business nature



Advertising rate USD 1,150 / full-page rate, inside regular. Please refer to p.24.

asadria.com
adriasecuritysummit.com
vsecuritysummit.com

Website statistics

Monthly page views: 9,000
 Monthly visitors: 4,000
 Subscribers: 8,400

Social media

Facebook followers: 1,670+
 LinkedIn followers: 1,060+

Website advertising

Specifications	Price / Frequency
Sponsored article on website	USD 887 / one week
E-blast	USD 690 / one dispatch
Sponsored article on e-newsletter	USD 460 / weekly

secsolution magazine

- 7,000 bimonthly copies + 17,000 digital copies
- Editorial closing date: beginning of the prior month
- Published in Italian
- Publishing date: end of the month
- Advertisement closing date: one month prior to the publication

Editorial calendar

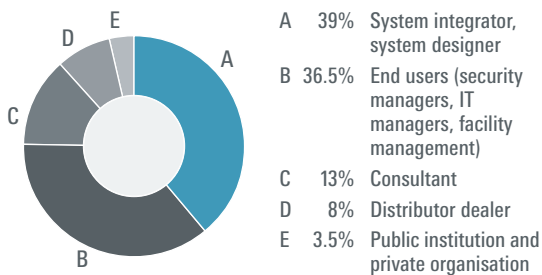
★ Bonus distribution at shows and events may shift without prior notice due to logistics or show organiser changes.

Issue	February #19	April #20	June #21
Technology	An Even Smarter Video Surveillance	Anti Intrusion and Artificial Intelligence	5G and Edge Computing
Special Feature	Digitization and The Green Challenge	Cybersecurity: Cloud and Big Data	Integration for Competitiveness
Vertical Markets	Retail	Waste Management (or Abandonment)	Airports, Ports, Railways
Fairs' Bonus Distribution	Secutech, Taipei Elettromondo, Padova	Ifsec, London	Secsolutionforum Live

Issue	August #22	October #23	December #24
Technology	Intercoms	Biometrics: New Technologies	Fire Protection Systems
Special Feature	Smart Home	Cloud-proof Connectivity	Energy Saving
Vertical Markets	Smart City / Urban Security	Traffic and Parking	Industry and Utilities
Fairs' Bonus Distribution	Adria Summit Live Security, Essen	Expoprotection, Paris	Intersec, Dubai

Circulation data

By business nature



Advertising rate USD 1,900 / full-page rate, inside regular.
Please refer to p.24.

Online advertising options

Website Banners	Price / Frequency	
	6 months	12 months
Leader Banner	USD 3,000	USD 4,100
Foot Banner	USD 1,650	USD 2,000
Slide Banner	USD 1,900	USD 2,500
Mini Slide Banner	USD 1,400	USD 2,000
Website Contents	Price / Frequency	
Solutions Gallery	USD 1,350 / one issue	
Products & Technologies: Focus Product, Components, Products	USD 1,350 / one issue	
News / Interview	USD 750 / one issue	
E-blast	Price / Frequency	
E-blast dispatch	USD 1,350 / one dispatch	
E-newsletter (Security / Technology News)	Price / Frequency	
Leader Banner	USD 850 / every Thursday	
Intermediate Banner	USD 750 / every Thursday	
Foot Banner	USD 600 / every Thursday	
News	USD 600 / every Thursday	

★ Net fee, excluding 22% VAT

secsolution.com

Website Statistics

Monthly page views: 66,000+
Monthly visitors: 14,000+
Subscribers: 16,500+

Social Media

Facebook followers: 8,700+
 Twitter followers: 2,700+

Price list for publications

Per issue rate (USD)	Trim size (mm)	<i>a&s Taiwan</i>		
Inside regular		1 issue	2 – 3 issues	4 issues
Full page	210 x 275	1,800	1,700	1,600
Spread page	420 x 275	3,500	3,300	3,100
Half page	V: 95 x 255 H: 190 x 123	1,200	1,100	1,000
Special position				
Full page (page 2 – 16)	210 x 275	---	2,200	2,100
Inside front cover		---	2,950	2,800
Back cover		---	4,200	4,000
Inside back cover		---	2,400	2,300
Cover story		6,000		

Per issue rate (USD)	Trim size (mm)	<i>a&s Vietnam</i>		
Inside regular		1 issue	2 – 3 issues	4 issues
Full page	200 x 285	800	720	620
Spread page	400 x 285	1,400	1,260	1,070
Half page	H: 200 x 143	500	450	400
Special position				
Inside front cover	200 x 285	2,000	1,800	1,620
Back cover		2,500	2,250	2,000
Inside back cover		1,500	1,350	1,150

Per issue rate (USD)	Trim size (mm)	<i>a&s Polska</i>		
Inside regular		1 issue	2 – 4 issues	5 – 6 issues
Full page	210 x 297	1,800	1,620	1,440
Spread page	420 x 297	2,600	2,340	2,080
Half page	V: 102 x 297 H: 210 x 146.5	1,100	990	880
Special position				
Inside front cover	210 x 297	2,800	2,520	2,240
Back cover		3,100	2,790	2,480
Inside back cover		2,500	2,250	2,000

Per issue rate (USD)	Trim size (mm)	<i>a&s India</i>	
Full page	216 x 281	1,271	
Spread page	432 x 281	2,415	
Half page	V: 108 x 281 H: 200 x 125	858	
Special position			
Full page (page 2 – 29)	216 x 281	1,461	
Inside front cover		3,748	
Back cover		4,510	
Inside back cover		3,113	

Per issue rate (USD)	Trim size (mm)	<i>a&s Adria</i>		
Inside regular		1 – 2 issue(s)	3 – 6 issues	7 – 11 issues
Full page	210 x 282	1,150	1,035	920
Spread page	420 x 282	1,700	1,530	1,360
Half page	V: 105 x 282 H: 210 x 140	630	570	500
Special position				
Full page (page 3 – 16)	210 x 282	1,185	1,065	950
Back cover		---	---	1,500

Per issue rate (USD)	Trim size (mm)	secsolution magazine		
Inside regular		1 issue	3 issues	6 issues
Full page	210 x 275	1,900	1,750	1,650
Spread page	420 x 275	4,050	3,700	3,520
Half page	V: 95 x 255 H: 183 x 123	1,100	1,000	950
Special position				
Inside front cover	210 x 275	3,050	2,800	2,700
Back cover		3,450	3,150	3,000
Inside back cover		2,800	2,550	2,450

AD specification

- File format: Mac preferred
- Applicable software: Illustrator CC (Outline creation is needed) / Photoshop CC
- AD saved in TIFF (in CMYK) / PDF (only high-resolution, print-quality) / PSD / EPS
- Resolution: 350 dpi

Note

- 10% additional charge for preferred placement of a full page inside regular AD; 15% additional charge for half page placement.
- We offer special advertising options and positions for your tailored exposure. Please contact us for further details.
- The price is effective from 1 January - 31 December 2022.

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